



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

## Contract # 1358456

**Schedule Dates** 08/23/12-08/29/12  
**Advertiser** Crossroads GPS (42237)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** CROSSROADS GPS/1269 (468872)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** BRAUNSCHEI, ANNE  
**Phone/Fax** /  
**CPE** 1269  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** CROSSROADS GPS  
JARED SALLES

**Date Entered** 08/21/12  
**Last Modified** 08/21/12  
**Entered By** Melody Margolin  
**CO-OP** No  
**Headline #** ECR09798710  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,181.25  
**Net Total** \$40,693.75  
**Sales Tax**

## Columbus (WSYX)

By Broadcast Month	Spots	Rate
Aug. 2012	31	\$23,000.00
Sep. 2012	35	\$24,875.00
<b>Grand Total:</b>	<b>66</b>	<b>\$47,875.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/23/12-08/24/12	2	:30	5:58A- News-News on ABC6 at 6am					1	1			2	\$400.00	\$800.00	Columbus (WSYX)	NEWS	8/21/12
2.0	Normal Line / SPOT (2)	08/23/12-08/24/12	2	:30	6:30A- News-News on A8C6 at 6am					1	1			2	\$400.00	\$800.00	Columbus (WSYX)	NEWS	8/21/12
3.0	Normal Line / SPOT (3)	08/23/12-08/24/12	2	:30	12:30P- News-News on A8C6 at Noon					1	1			2	\$500.00	\$1,000.00	Columbus (WSYX)	NEWS	8/21/12
4.0	Normal Line / SPOT (4)	08/23/12-08/24/12	2	:30	12:57:56P- A8C-The Chew					1	1			2	\$425.00	\$850.00	Columbus (WSYX)	CHEW	8/21/12
5.0	Normal Line / SPOT (5)	08/23/12-08/24/12	2	:30	3:59:30P- Judge Judy					1	1			2	\$575.00	\$1,150.00	Columbus (WSYX)	JUDGE JUDY	8/21/12
6.0	Normal Line / SPOT (6)	08/23/12-08/24/12	2	:30	4:59:30P- News-News on A8C6 at 5pm					1	1			2	\$800.00	\$1,600.00	Columbus (WSYX)	NEWS	8/21/12
7.0	Normal Line / SPOT (7)	08/23/12-08/24/12	2	:30	5:30P- News-News on A8C6 at 5pm					1	1			2	\$800.00	\$1,600.00	Columbus (WSYX)	NEWS	8/21/12
8.0	Normal Line / SPOT (8)	08/23/12-08/24/12	2	:30	6:58:46P- Entertainment Tonight					1	1			1	\$600.00	\$600.00	Columbus (WSYX)	ENT TONIGHT	8/21/12
8.0.1	Preempt (8)	08/23/12															Columbus (WSYX)	Program Change/Exception - Bengals game	
9.0	Normal Line / SPOT (9)	08/23/12-08/24/12	2	:30	7:29:15P- Access Hollywood					1	1			1	\$675.00	\$675.00	Columbus (WSYX)	ACCESS HOLLYWOOD	8/21/12

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9.0.1	Preempt (9)	08/23/12															Columbus (WSYX)	Program Change/Exception - Bengals game	
10.0	Normal Line / SPOT (10)	08/23/12-08/24/12	2	:30	11:35P- A8C-Nightline					1	1			2	\$450.00	\$900.00	Columbus (WSYX)	NIGHTLINE	8/21/12
11.0	Normal Line / SPOT (11)	08/23/12-08/26/12	2	:30	11:01P- News-News on A8C6 at 11pm					1	1	1	1	4	\$800.00	\$3,200.00	Columbus (WSYX)	NEWS	8/21/12
12.0	Normal Line / Prime (12)	08/24/12-08/24/12	2	:30	7:57:45P- ABC-Shark Tank (Friday)						1			1	\$1,000.00	\$1,000.00	Columbus (WSYX)	SHARK TANK	8/21/12
13.0	Normal Line / SPOT (13)	08/25/12-08/25/12	2	:30	11:01P- News-News on A8C6 at 11pm							1		1	\$800.00	\$800.00	Columbus (WSYX)	NEWS	8/21/12
14.0	Normal Line / SPOT (14)	08/26/12-08/26/12	2	:30	10:28:30A- A8C-This Week								1	1	\$325.00	\$325.00	Columbus (WSYX)	THIS WEEK	8/21/12
15.0	Normal Line / SPOT (15)	08/26/12-08/26/12	2	:30	5:57:56P- News-News on A8C6 at 6pm								1	1	\$700.00	\$700.00	Columbus (WSYX)	NEWS	8/21/12
16.0	Normal Line / SPOT (16)	08/26/12-08/26/12	2	:30	6:58:56P- A8C-Americas Funniest Videos (Sunday)								2	2	\$1,100.00	\$2,200.00	Columbus (WSYX)	AFHV	8/21/12
17.0	Normal Line / Prime Premium (17)	08/26/12-08/26/12	2	:30	9P- A8C-Extreme Makeover Weightloss Edition (Sunday)								2	2	\$2,000.00	\$4,000.00	Columbus (WSYX)	EXT MAKEOVER	8/21/12
18.0	Normal Line / SPOT (18)	08/26/12-08/26/12	2	:30	11:01P- News-News on A8C6 at 11pm								1	1	\$800.00	\$800.00	Columbus (WSYX)	NEWS	8/21/12

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**Comments** CROSSROADS GPS  
JARED SALLES

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19.0	Normal Line / SPOT (19)	08/27/12-08/29/12	2	:30	5:58A- News-News on A8C6 at 6am		1	1	1					3	\$400.00	\$1,200.00	Columbus (WSYX)	NEWS	8/21/12
20.0	Normal Line / SPOT (20)	08/27/12-08/29/12	2	:30	6:30A- News-News on A8C6 at 6am		1	1	1					3	\$400.00	\$1,200.00	Columbus (WSYX)	NEWS	8/21/12
21.0	Normal Line / SPOT (21)	08/27/12-08/29/12	2	:30	12:30P- News-News on A8C6 at Noon		1	1	1					3	\$500.00	\$1,500.00	Columbus (WSYX)	NEWS	8/21/12
22.0	Normal Line / SPOT (22)	08/27/12-08/29/12	2	:30	12:57:56P- ABC-The Chew		1	1	1					3	\$425.00	\$1,275.00	Columbus (WSYX)	CHEW	8/21/12
23.0	Normal Line / SPOT (23)	08/27/12-08/29/12	2	:30	3:59:30P- Judge Judy		1	1	1					3	\$575.00	\$1,725.00	Columbus (WSYX)	JUDGE JUDY	8/21/12
24.0	Normal Line / SPOT (24)	08/27/12-08/29/12	2	:30	4:59:30P- News-News on A8C6 at 5pm		1	1	1					3	\$800.00	\$2,400.00	Columbus (WSYX)	NEWS	8/21/12
25.0	Normal Line / SPOT (25)	08/27/12-08/29/12	2	:30	5:30P- News-News on A8C6 at 5pm		1	1	1					3	\$800.00	\$2,400.00	Columbus (WSYX)	NEWS	8/21/12
26.0	Normal Line / SPOT (26)	08/27/12-08/29/12	2	:30	6:58:46P- Entertainment Tonight		1	1	1					3	\$600.00	\$1,800.00	Columbus (WSYX)	ENT TONIGHT	8/21/12
27.0	Normal Line / SPOT (27)	08/27/12-08/29/12	2	:30	7:29:15P- Access Hollywood		1	1	1					3	\$675.00	\$2,025.00	Columbus (WSYX)	ACCESS HOLLYWOOD	8/21/12
28.0	Normal Line / SPOT (28)	08/27/12-08/29/12	2	:30	11:35P- ABC-Nightline		1	1	1					3	\$450.00	\$1,350.00	Columbus (WSYX)	NIGHTLINE	8/21/12
29.0	Normal Line / SPOT (29)	08/27/12-08/29/12	2	:30	11:01P- News-News on A8C6 at 11pm		1	1	1					3	\$800.00	\$2,400.00	Columbus (WSYX)	NEWS	8/21/12

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30.0	Normal Line / Prime Premium (30)	08/27/12-08/27/12	2	:30	7:57-4SP- ABC-Bachelor Pad (Monday)	2								2	\$2,800.00	\$5,600.00	Columbus (WSYX)	BACH PAD	8/21/12

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